



## U.S. Embassy - Mexico

<b>ISSUANCE DATE:</b>	March 7 , 2016
<b>ANNOUNCEMENT TYPE:</b>	Notice of Funding Opportunity
<b>FUNDING OPPORTUNITY NUMBER:</b>	DOS-MEX-PD-DF-2016-02
<b>CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:</b>	19.040
<b>APPLICATION DEADLINE:</b>	April 7, 2016

**SUBJECT:** U.S. Embassy Mexico City / Request for Mexican Implementing Partner  
**TITLE:** *Empowering Women and Girls through Soccer in Mexico*– Fixed Amount Award

Dear Applicant,

The United States Embassy in Mexico City would like to collaborate with a Mexican organization to serve as implementing partner for the FY 2016 *Empowering Women and Girls through Soccer in Mexico* program. This is a sports diplomacy program promoting female and youth empowerment through motivational talks, Education USA advising, and a Sports Envoys program (U.S. athletes offering clinics in Mexico).

### Program Description

This program has two complimentary activities: firstly, Education USA and up to four virtual speakers from the U.S. will provide motivational talks, alternate visions, and educational advising to teenage girls participating in the Mexican Soccer Federation's (Femexfut) U-16 Women's Soccer League. College coaches, sports executives, and espnW Global Sports Management Mentors will be invited as virtual speakers.

Secondly, two U.S. Sports Envoys will come to Mexico to offer clinics and additional motivational talks to approximately 150-320 girls from across Mexico during the Women's Soccer League final competition in Toluca June 2016. The Envoys would visit Mexico for 5 days; two days would be spent with the Soccer League players in Toluca and three days would be in/around Mexico City providing clinics and activities to non-League organizations. The U.S. Embassy in Mexico City will play an active role in designing this program with the recipient.

### Program goals

1. Promote the empowerment of underserved segments of Mexican society through sports, with a particular focus on girls and female empowerment;
2. Motivate and instill the core values of sports, such as teamwork, leadership and fair play, in all the participants; and
3. Promote English language study and continued education, including a focus on STEM areas and financial literacy, and provide information about the opportunities available to Mexican athletes for higher education in the U.S., in support of our goal of increased academic mobility between Mexico and the U.S.

### **Program objectives for participants**

1. Take part in a well-organized training program that promotes the core values of sports;
2. Better understand academic and athletic opportunities available to them in the U.S.; and
3. Become empowered, responsible and active members of Mexican society.

### **Guidelines**

This program will be funded by the Public Affairs Section (PAS) of the U.S. Embassy in Mexico City. The ceiling amount of PAS funding is between \$15,000.00 and \$16,000.00 USD for all the described activities, pending the availability of funds and successful performance.

#### **1. Project proposals should include the following:**

**Program Narrative**-In one double-spaced page, written in English, provide the following information about the project:

- a. Identification of applicant and participating organizations;
- b. Identification of the Project;
- c. Vision and motivation;
- d. Institutional Capacity and Project Management experience;
- e. Proposed activities;
- f. Travel and Other Logistics;
- g. Communications, Press and Social Media Plan
- h. Program Evaluation; and
- i. Budget narrative including funding level requested from PAS, program cost, total cost-sharing from applicant and other sources.

Proposals and budgets are welcome to include potential partners, venues, and youth participants for the Mexico City portion of the Sport Envoys' program of clinics and talks.

#### **2. Budgets should include the following:**

- Sports envoys' honoraria (\$200/day), per diem and lodging expenses per GSA worldwide standards, international air (in accordance with the Fly America Act) and domestic ground travel;
- Printed materials such as handouts, signs and banners and/or t-shirts, for example;
- Translation services (approximately 4 virtual talks, 4 clinics and 3 motivational talks); and
- Transportation for teams in/around Mexico City to attend virtual talks.

Proposals should indicate the applicant's ability to cover costs up front on a reimbursable basis, which should also be reflected in the proposed budget. Budget should be expressed in local currency- Mexican Peso. Budget items over the equivalent of \$200 USD should be itemized, showing unit cost and quantity. Indirect costs can generally include, but are not limited to, facility operation and maintenance costs, depreciation, administrative expenses, etc. Indirect costs should be reasonable and not exceed 10% of the total.

#### **3. Responsibilities of the implementing partner (award recipient)**

1. Coordination: Working with the Embassy in identifying and securing the participation of four virtual speakers and two Sports Envoys, as well as following the Embassy's guidance on the organization, logistics and monitoring of the entire program.

2. Organization: Organize events, mainly soccer clinics and motivational talks, and coordinate with venue managers, persons and/or organizations that will deliver the workshops, schools, academies and/or soccer teams that will provide participants.

3. Logistics: Manage logistical arrangements in coordination with the U.S. Embassy, including accommodations for the sport envoys in the designated cities and facilities as well as transportation for girls to attend the virtual talks within Mexico City.

4. Monitoring and Evaluation: Description of how the program will be measured and reported, both during and at the end of the program. It is recommended that the proposal includes a draft survey questionnaire or other technique, plus a description of methodology linking outcomes to objectives.

Surveys should try to measure:

- **Participant satisfaction** with the program experience;
- **Participant learning**, such as increased knowledge, aptitude, skills, and changed attitude;
- **Participant behavior**, concrete actions to apply knowledge; greater participation and responsibility in civic organizations; continued contact between participants; and
- **Institutional changes**, increased collaboration and partnerships, policy reforms, and organizational improvements.

#### **Additional information**

All materials, publicity, and correspondence related to this program will acknowledge this as a sports diplomacy initiative by the U.S. Embassy Mexico City. The U.S. Embassy will retain copyright use of and be allowed to distribute materials related to this program as it sees fit.

The organization must inform the U.S. Embassy Mexico City of its progress at each stage of the project's implementation, and will require approval of any significant program purchases, procurements and/or changes in advance. The organization must also submit a detailed report of activities and financial reports indicating budget expenditures, for the months of March through June, 2016. A final report is due 30 days after the end of the grant.

#### **Proposal contents**

Proposals may only be submitted in: Word document, Excel spreadsheet, PDF, and/or JPEG images.

#### **Eligibility information**

Applications may be submitted by any not for profit local entity that: (a) is organized under the laws of Mexico, (b) has its principal place of business or operations in Mexico, (c) is majority beneficially owned by individuals who are citizens or lawful permanent and residents of Mexico, and (d) is managed by a governing body the majority of which are citizens or lawful permanent residents of Mexico.

Organizations may submit applications individually or in partnership with other international or local organizations. Partnerships with governmental organizations may also be considered where a sub-national or national governmental organization may contribute expertise, staff or resources.

#### **Application and submission instructions**

Application Deadline Date: April 7, 2016.

Applications may only be submitted electronically to the email address [BarronA@state.gov](mailto:BarronA@state.gov)

#### **Evaluation Criteria for Applications**

The U.S. Embassy in Mexico City will review all proposals for technical eligibility. All eligible proposals will be reviewed by the Public Affairs Section. Eligible proposals will be subject to compliance with Federal and Bureau regulations and guidelines.